

October 05, 2017

## Opening Report Motorworld Classic Berlin 2017 - Magnetic: international metropolis Berlin

**MOTORWORLD Classics Berlin is growing - eleven sold-out halls and 20,000 sqm outdoor area**

Motorworld Classics Berlin will be powering up and opening its doors again on October 5-8, 2017. The exhibition space, which has now been expanded to eleven halls, and the 20,000 sqm outdoor area are sold out. But also in terms of content trade and public visitors can look forward to additional highlights which make it clear that this charming classic car trade fair has much more to offer in the style of the good old days than just "old" cars: true classic treasures, the new focus theme of classic motorcycles, a high-calibre international auction, celebrity guests from the world of motor sport, an abundance of lifestyle, the 1950's show programme, and much more besides. The trade fair begins on Thursday, October 5, 2017, at 12.00 p.m.

Not only the concept, but also the location of the trade fair impresses exhibitors and visitors alike. "The metropolis Berlin is international like no other city in Germany, and attracts an interested and affluent public from far beyond its borders – increasingly from the countries of Eastern Europe as well," explained Marc Baumüller, CEO of the trade fair organiser MoWo Messe- und Veranstaltungen GmbH & Co. KG, giving the start signal for Motorworld Classics Berlin 2017.

This statement is borne out not least by the steady growth of this still young trade fair, which was launched for the first time in 2015 and in 2016 attracted around 26,000 visitors, an increase of 30%. "This year we have once again expanded the exhibition area by an entire hall," says Baumüller, "and we are fully booked up. In addition, there are 20,000 square metres of outdoor space with the private vehicle market in the summer garden."

Flanked by the podium guests – rally driver Heidi Hetzer, Stefan Behr from BMW Group Classics, as well as Mario Theissen, ADAC classic car speaker – Baumüller revealed at the opening press conference what awaits trade and public visitors on October 5-8 at Motorworld Classics Berlin 2017 in the historical halls and the summer garden below the radio tower. And this is a whole world in the style of the good old days. Here are just some of the highlights.

### Greetings from Elvis and Nicolas Cage

The list of renowned exhibitors is long, among them Arthur Bechtel Classic Motors, HK Engineering, Mechatronik Classic, ROSIER Classic Sterne sowie das Porsche Zentrum Berlin Potsdam, and they have brought with them true automotive gems to Motorworld Classics Berlin. These include three absolute stars. BMW Group Classic (Hall 20) is presenting a veritable legend in Berlin for the very first time: the long-lost and now lavishly restored 1958 BMW 507 that used to belong to Elvis Presley. ChromeCars (Hall 18) will be paying its own tribute to mark the 40th anniversary of the death of the King of Rock 'n' Roll with the 1967 Cadillac Eldorado that was also once in his possession.

ChromeCars will also be presenting a genuine film star: the original 1967 Ford Mustang Shelby GT 500 – called Eleanor – from the blockbuster "Gone In 60 Seconds" with Nicolas Cage. This original film legend on four wheels with the legendary "Go baby, go" button can be seen in Europe for the very first time at Motorworld Classics Berlin 2017.

### Into the limelight: classic motorcycles

Motorcycles were and are the symbol of rebellion, non-conformism and freedom – and thus the epitome of passion. For the first time Motorworld Classics Berlin is giving this world full of emotions and dynamics a stage, and bringing the motorcycle out of

Messe Berlin GmbH  
Emanuel Höger  
Press Spokesman and Press and  
Public Relations  
Director Group Corporate  
Communication  
Messe Berlin Group  
Messedamm 22  
14055 Berlin  
Tel.: +49 30 3038-2270

[hoeger@messe-berlin.de](mailto:hoeger@messe-berlin.de)

[www.messe-berlin.de](http://www.messe-berlin.de)

Twitter: @messedamm22

Management Board:  
Dr. Christian Göke (CEO),  
Dirk Hoffmann  
Chairman of the Supervisory  
Board: Wolf-Dieter Wolf  
Companies register: Amtsgericht  
Charlottenburg, HRB 5484 B  
[www.messe-berlin.com](http://www.messe-berlin.com)

the shadow of the automobile and into the limelight: Over eight decades will be covered in the "Legendenstrahl Motorrad" exhibition (between Halls 14 and 15), as well as in the halls "Maschinenraum" (14) and "Motodrom" (13), where dealers and clubs will be exhibiting not only great classic two-wheelers, rarities and public favourites. Modern interpretations by acknowledged customizers will also be accentuating the complexity of the motorcycle theme world.

### **Michael Schumacher: Treasures from his private collection**

A must for all racing sport enthusiasts and fans: A selection of unique and particularly valuable items from the private collection of Michael Schumacher will initially be on show in Berlin (Hall 16). Personal memorabilia from the unique career of the seven-time Formula One world champion and a kart from his early days, two exclusive cars from the Mercedes-Benz Museum, and the 1994 Benetton-Ford B194-5 with which Michael Schumacher won his first world championship title.

### **Top-calibre cars under the hammer**

What an accolade for the still young trade fair! The distinguished British auction house Coys of Kensington will be presenting top-calibre collectors' vehicles at Motorworld Classics Berlin 2017 and putting them under the hammer on Saturday, October 7 at 3 p.m. (Hall 12). Up for auction will be charming, rare, and extremely valuable classic cars, among them a 1963 VW Bus T1, a 1967 Tatra 603 V8, as well as a 1948 Alfa Romeo 6C 2500S convertible.

### **"Berliner Runde" – in conversation with Heidi Hetzer**

Motorworld Classics Berlin 2017 invites visitors to a truly special "Berlin Runde". Star guest at what is sure to be an entertaining round table on Friday, October 7 at 4 p.m. will be Heidi Hetzer (Palais am Funkturm). The former car dealership owner, rally driver, visionary and original Berliner will be one of the guests of honour at the trade fair with her round-the-world car "Hudo" (Hall 12, MOTORWORLD Group booth).

Visitors can also look forward to a wealth of expertise: At the round table "Echt oder gefälscht?!" ("Real or Fake?!") on Friday, October 6 at 2 p.m., classic car collectors will be given valuable information by Dr. Götz Knoop, DEUVET, Ansgar Klein, Executive Chairman BVfK, together with Peter Deuschle, appraiser of classic vehicles.

### **AVUS legends**

The AVUS, the very first road exclusively for cars and the world's first motorway, wrote history as a race track and runs directly alongside the exhibition halls. Legendary racing drivers drove what were often adventurous laps with their fast cars here, among them Hans Herrmann and Strietzel Stuck. These and other greats from the world of motor sport will be guests of honour at Motorworld Classics Berlin 2017, and will be available for interviews and autograph sessions on Saturday, October 7 at 1.30 p.m. in the Palais am Funkturm.

### **A conversation with Norbert Haug**

On hearing the name Norbert Haug, one immediately thinks of Mercedes-Benz, motor sport, Formula 1 and DTM. After vacating his position as Head of Motor Sport at the Stuttgart-based group in 2012, he remained faithful to the racing scene. He is also involved in promoting talented young drivers, he is a member of the jury of the Deutsche Post Speed Academy, and advises several young racing drivers. As guest of honour at Motorworld Classics Berlin, on Friday, October 6 at 12.00 p.m. he will be answering questions on the themes of young racing drivers, motor sport and classic vehicles.

### **Picnic with classic car showcase**

Visitors will be able to relax in deck chairs and enjoy culinary delights in the oval-shaped, stepped summer garden in the shadow of the Berlin radio tower, while the

daily exhibition drives will be offering plenty of entertainment. Owners of classic cars and classics-to-be, as well as classic motorcycles, will be able to drive into the summer garden free of charge (via Gate 9) and take centre stage with their collectors' vehicles. And those wanting to sell their private treasures will find the perfect platform in the summer garden as well: the private vehicle market in cooperation with Classic Trader, Germany's leading online marketplace for classic cars and classics-to-be.

### **Trial run with the classic tandem**

Anyone who finds walking around the summer garden too strenuous should try out a classic tandem. Scarcely seen today, in the early 20th century the two wheelers were a popular means of transport – and there are good reasons why. The Tandem-Museum Potsdam will be offering trial rides and stories about these fun-time oldies at Motorworld Classics Berlin 2017 right next to the road in the summer garden.

### **Start and finish of the ADAC Youngtimer Tour 2017**

Cruising in modern classics around the capital city: That is the ADAC Youngtimer Tour. Around 50 vehicles in their prime will once again be starting off from Motorworld Classics Berlin. During the two day stages through the surrounding countryside, participants can enjoy an appealing mix of sporting competition and relaxed driving pleasure behind the wheels of their at least 20-year-old classic cars. It's all about culture and pleasure, as well as skill, steady driving, and thrilling games. In short, the ADAC Youngtimer Tour is a rolling adventure playground for classic cars – and those that will become one.

### **Do good and... let yourself be chauffeured**

Motorworld Classics Berlin is a partner of the project "Babylotsen der Charité" ("Baby pilots from Charité Hospital"). This is a project which supports mothers and fathers during the first phase after the birth of their children by helping them with their small and larger concerns, and smooths the way for them into family life. Trade fair visitors can donate a red, blue, brown or green banknote for the "baby pilots", and in return take a spin around the fair – in stylish manner in a classic car with chauffeur. The starting point is the fountain in the summer garden directly in front of the Palais.

### **With the show programme on a journey through time**

The show programme at Motorworld Classics Berlin 2017 will be sending visitors on a true journey through time. With songs like 'Bei mir bist Du scheen' or 'Mr. Sandman', DIE LADYs – Luise, Hellen and Heidelinde – will be enticing listeners to dream and sing along, or they can be whisked back to the Roaring Twenties with the Rufus Temple Orchestra from Berlin. With their nostalgic charm, the three weird yet endearing "Herrn von der Tankstelle" invoke the golden years, and will be playing catchy tunes such as "Veronika, der Lenz ist da" and "Ich wollt ich wär ein Huhn".

### **Swing matinée with introductory course**

Not only experienced dancers are warmly welcome to the swing matinée at Motorworld Classics Berlin, which begins at 11 a.m. on Sunday, October 8 (Palais am Funkturm). An introductory course held by Swing Connects in the morning will be enticing those trade fair visitors who simply want to try out their dance moves to tunes from the 1930s and '40s. Afterwards, even more true-to-style swing music can be heard from Berlin DJ Stephan Wuthe with his gramophone and shellac records. From 2.30 p.m., visitors will be able to take nimble steps to the sounds of the Berlin big band "Kind of Dukish".

### **About MOTORWORLD Classics Berlin**

On October 5-8, 2017, in Germany's most international metropolis with its long automotive history, the historic halls of Berlin's ExpoCenter and the summer garden in the shadow of the radio tower will once again create acres of space for an entire world in the style of the good old days. The classic car trade fair Motorworld Classics Berlin is an experience not just for vehicle aficionados and collectors, car clubs and

scene fans. A stylish ambience with much lifestyle also attracts more and more public visitors. Motorworld Classics Berlin 2016 was a huge success with more than 26,000 trade and public visitors, a 30% increase over the previous year. In 2017, the trade fair will be offering even more space (in Halls 11 to 21 and the summer garden) for premium exhibitors and a generous helping of lifestyle. National and international automotive manufacturers with historical roots, leading dealers, technology specialists for automotive rarities, vendors of accessories and memorabilia, together with numerous dedicated classic car clubs and private sellers, will be presenting and selling their products and services. The annual classic car trade fair is organised by MoWo Messe- und Veranstaltungen GmbH & Co. KG and Messe Berlin GmbH.

### **Opening hours:**

Thursday: October 5, 2017 (Preview Day): 12 p.m. to 7 p.m.

Friday and Saturday, October 7 and 8, 2017: 10 a.m. - 7 p.m.

Sunday, October 8, 2017: 10 a.m. - 6 p.m.

### **Admission charges:**

Preview day: 30.00 euros

Single day ticket: 16.00 euros

Family day ticket (2 adults, 3 children): 30.00 euros

AVUS VIP day ticket \*: 99.00 euros

\* Access to the AVUS Lounge with catering, also valid on Preview Day, with VIP car park

Further details

[www.motorworld-classics.de](http://www.motorworld-classics.de)

[www.facebook.com/motorworldclassicsberlin/](https://www.facebook.com/motorworldclassicsberlin/)

### **About the MOTORWORLD Group**

The independent Motorworld Group emerged from the Dünkel Holding, based in Schemmerhofen, Baden-Württemberg. It develops, builds and operates experience worlds dedicated to mobile passion. The first location was Motorworld Region Stuttgart in Böblingen, which opened in 2009 and has since been expanded several times. Further projects and activities under the MOTORWORLD® brand have been initiated in recent years. Three other sites following on the same concept as Motorworld Region Stuttgart are currently under construction: Motorworld München, Motorworld Köln-Rheinland, and Motorworld Zeche Ewald-Ruhr (Herten). Additionally, the start signal was recently given for a further location on the Spanish island of Majorca. Yet another concept with a focus on handicrafts will result in the two cottage industry sites Motorworld Manufaktur Berlin and Motorworld Metzingen. The Motorworld idea also regularly goes on tour, including to the annual classic car trade fairs Motorworld Classics Berlin and Motorworld Classics Bodensee, the Motorworld Classic Car Days at Fürstenfeld (near Munich), as well as in numerous other guises. [www.motorworld.de](http://www.motorworld.de)

### **Press contacts Organiser:**

#### **MoWo Messe- und Veranstaltungen GmbH & Co. KG**

Donnersberggring 16, D-64295 Darmstadt

Tel. +49 6151 46083-0

Arantxa Dörrié

Mobile +49 (0)170 899 41 29

Email: [presse@motorworld-classics.de](mailto:presse@motorworld-classics.de)

**Messe Berlin GmbH**

Wolfgang Rogall, Deputy Press Spokesman and PR Manager,

tel.: +49 (30) 3038 2218,

Email: [rogall@messe-berlin.de](mailto:rogall@messe-berlin.de)